



COMPANY PROFILE



RICCIONE PIADINA

A story built on passion since 1994

Riccione, the symbol of fun and the favoured destination of every summer.

Piadina, the typical product of Romagna, loved by locals and millions of tourists.

The 1990s, when dreams become projects and projects become reality.

It was thanks to the fusion of these three simple elements that Riccione Piadina was founded in 1994; an idea that began in a small shop and that, after many years, has become a leading company everyone has heard of, a benchmark in the piadina market, widely feted and imitated.

We have 30 years of history behind us; this shows how teamwork can lead to important results. It is thanks to the experience we have gained that we can look to the future knowing we can improve further and still surprise customers in the future, whilst remaining a symbol of quality and reliability.

We put all the passion and joie de vivre typical of the people of Romagna into giving you a tasty, premium-quality product, pampering you as if you were always our guests. Our roots are firmly entrenched in tradition, but we are always looking towards the future!

Our Vision

Happier people

Our Mission

"We want to bring the culture of piadina to the world with kindness.

We go beyond expectations and amaze those who choose us, offering everyone the best we are capable of and doing it as we would for someone special. We produce smiles with a smile.

Every piadina we make is another smile. With all the passion that characterises Romagna and the people of Romagna."

Our Values

Passion, kindness, respect, sharing



Roberto Bugli
founder of Riccione Piadina

A PRODUCT OF EXCELLENCE FROM THE LAND OF EXCELLENCE

Emilia Romagna

16k

THE MOTOR VALLEY

16,000 businesses in the automotive sector in Emilia Romagna

6k

THE FOOD VALLEY

Emilia Romagna boasts 6,000 agri-food companies: it is the leading region in Europe in terms of the number of PDO and PGI certified products.

From the very beginning, our choices in terms of the production of Piadina Romagnola and the purchase of raw ingredients have always focused on total protection of the territory and its crops. Our land is a veritable treasure trove of villages perched on hilltops, plains, rolling hills and rivers flowing down to the sea.

In summer, the beaches of Romagna are full of tourists: there are queues outside the kiosks where Piadina Romagnola is sold from dawn, when young people pour out of the nightclubs, until sunset, when even after an aperitif on the beach there's still room for a piadina or a cassone.

Riccione is where we come from; a small town overlooking the Adriatic Sea that everyone knows.

It is one of the most visited locations in Italy, where visitors really feel pampered. It is a place of memories, of joy, of holidays and of carefree hours and fun; this is the place we call "Home"!

Romagna is also the land of engines, speed and passion. Many of the world's top racing-car drivers and motorbike riders were born here, with many people asking "Why are the world's best drivers and riders from Romagna?" And we reply, "Because they eat piadina!"



Lambrusco by Sorbara



Ferrari by Maranello



Ducati by Borgo Panigale



Lamborghini by Sant'Agata Bolognese



Prosciutto by Parma



Parmigiano Reggiano



Aceto Balsamico by Modena



Tartufi by Sant'Agata Feltria



CERTIFIED ROMAGNA WHEAT

The first and key element of our work

JUST LIKE ONCE UPON A TIME

At Riccione Piadina we have a devotion to wheat. We treat it exactly as our grandparents did, when they would go into the fields after harvesting and glean; in other words, they gathered what was left on the ground, then took it to the village mill for grinding. Once back home, they mixed it with water and lard and patiently waited for the dough to prove and become firm and elastic.

We want to ensure everyone can experience the goodness of this extraordinary fruit that can only come from the typical land of Romagna, which is humid, mild and close to the sea; this is Romagna wheat, the main ingredient of true Piadina Romagnola.

SUPPLY CHAIN CERTIFICATION

The soft wheat we use in our piadina has supply chain certification and is exclusively Certified Romagna Wheat. We create value for farmers, improve environmental sustainability and give consumers greater certainty about the origins of our raw ingredients.

To ensure the traceability of each individual grain of wheat, the farms involved in the project are required to report every piece of data.

Starting with their cadastral situation and the quantity of seeds used, the farms provide information on both the treatments and fertilisation used in the fields cultivated and final threshing numbers. The competent bodies can thus check that the harvest does not exceed what was sown, clearly taking into account the environmental situations and the yield of the year's harvest itself.

Even the processing of the wheat and its subsequent transformation into flour is carried out following specific and tried-and-tested steps that avoid cross-contamination.



EXCELLENT RAW MATERIALS

100% quality ingredients

We have always been seeking for top quality and we only use the best raw materials.

FLOUR

It is obtained only from **Romagna wheat with ISO 22005 certification**, grown and processed by companies in Romagna involved in a program that provides for the reporting of each phase of wheat cultivation and of wheat cultivation and compliance with specific safety and quality standards and safety and quality standards and precise control by the competent bodies.

Only 10% of the wheat becomes the flour chosen for our piadine and it is the most valuable part, white and fragrant, selected for its low ash value equal to 0.45% (well below the maximum value of 0.55% according to the current laws and regulations) and strength W of 190, which indicates an average capacity of water absorption and which makes the piadina extremely soft and fragrant

EXTRA VIRGIN OLIVE OIL

Extracted from the sole pressing of the olive by mechanical methods, with acidity lower than 0,8%. Being rich in polyphenols it has antioxidant properties that make it the centerpiece of the Mediterranean diet.

The novelty of piadina with extra virgin olive oil is the sunflower oil, rich in fatty acids sunflower oil, rich in unsaturated fatty acids and useful for heart health.

PORK FAT

For our piadina PGI we strongly wanted a **high quality pork fat**, obtained from pigs strictly bred in Italy and subjected to controls at every stage of their lives.

WATER

It comes from **local water sources**. The main source is the dam of Ridracoli dam, in the province of Forlì-Cesena. It is crystalline and **rich in mineral salts**.

SEA SALT

It is obtained from the **saltworks of Sardinia**.

Choosing Italian salt is further confirmation of how much we care about our territory and our economy.



THE STRENGTHS OF RICCIONE PIADINA

Why choose us



WINNING QUALITY

- 100% Italian raw ingredients
- Certified Romagna Wheat
- Highest quality standards

All Riccione Piadina's products are a guarantee of quality for the consumer. per il consumatore.



ITALY'S N° 1 BEST-SELLING FRESH PIADINA

- Premium product
- Italy's favourite
- Excellent rotation in POS rotation
- High profit margin



TECHNOLOGICAL PRODUCTION

- Cooked at different temperatures
- Unique machinery
- Technology that respects tradition
- Self-production of green energy that's 100% environmentally sustainable.

Choosing the perfect time for baking, after the dough has rested properly, is the magic touch behind our daily production.

Inspired by the traditions of Romagna, we have created a special oven where our piadinas are pre-cooked at different temperatures.

Thanks to the surge of heat it receives, the piadina is able to puff up and flake, whilst remaining soft.



COMMUNICATION & MARKETING

- Unique and inimitable packaging
- Brand evocative of the territory
- Prize draws and competitions
- Promotions to stimulate sales
- POS tasting events
- Web and social media interactivity
- Company open days

Riccione is a resort synonymous with hospitality, joy and fun.

Our logo, which is evocative of the territory, shows an ear of wheat wrapped in the colours of orange and brown. Orange symbolises action, a strong characteristic that sets us apart, while, brown symbolises the earth, because everything we do comes from there, from our land.



PRODUCTS FOR EVERY NEED

- More than 25 fresh and ambient product items
- PGI piadinas
- Organic piadinas
- Gluten-free piadinas
- Special piadinas
- Cassoni (filled piadinas)

We produce everything from traditional piadina to special piadina, because piadina is delicious anywhere, great eaten with anyone and perfect at any time of day; at a kiosk by the sea, at a restaurant for a gourmet dinner, at home with the family, at a bar for an aperitif with friends, at the park for a tasty snack.



LEAD TIME 24H

- Produced to order
- No warehouse stock
- Products that are always fresh
- Prompt and punctual deliveries



RESEARCH & DEVELOPMENT

- Continuous improvement
- Study of market trends
- Constant search for new recipes

We are a dynamic brand, always looking for new products and always ready to dream big. Two of our dreams have become reality within our company; Piadina Experience, the world's first museum on the history of piadina, and Osteria Riccione Piadina, a restaurant where guests can enjoy our traditional and gourmet piadinas.

OUR CERTIFICATIONS

Quality and safety have always been our hallmark



THE NUMBERS OF SUCCESS SPEAK FOR US

A constantly-evolving company

1994

A CONSTANTLY-EVOLVING COMPANY

Riccione Piadina was founded in 1994, with the dream of "exporting Piadina Romagnola" outside of Romagna too

8 MLN

PACKS

of Riccione Piadina produced in 2024

14%

OUR MARKET SHARE

Brand leader after private label products. Rewarded by consumers in special categories dedicated to gluten-free diets.

80

EMPLOYEES

in the various company areas who, thanks to their expertise and know-how, have led the company to outstanding results

8Km²

SURFACE AREA OF PREMISES

We've chosen Ecomalta for all our floors; it's a super innovative material and one of the best for environmental sustainability.

23%

INCREASE IN TURNOVER

in 2020-2021. Steady growth over the last 10 years, synonymous with innovation and constant creativity



PRODUCTION

Technology in numbers

1

A NAUTICAL MILE

is the total length of the production line, from when the flour becomes dough, to when the piadina is ready to be delivered

3

PRODUCTION SITES

technology and innovation that allow us to produce high-end products every day

7

PRODUCTION LINES

technology and innovation that allow us to produce high-end products every day

7

DIFFERENTIATED BAKING OVENS

designed by us, to guarantee natural baking of the piadina. It's like cooking on 500 "Romagna testi" (traditional hotplates) simultaneously.

9

KNEADERS

We named them after our grandmothers because, in line with tradition, they knead the ingredients together very slowly, so as not to overheat the dough.

30K

PIADINAS PRODUCED EVERY HOUR

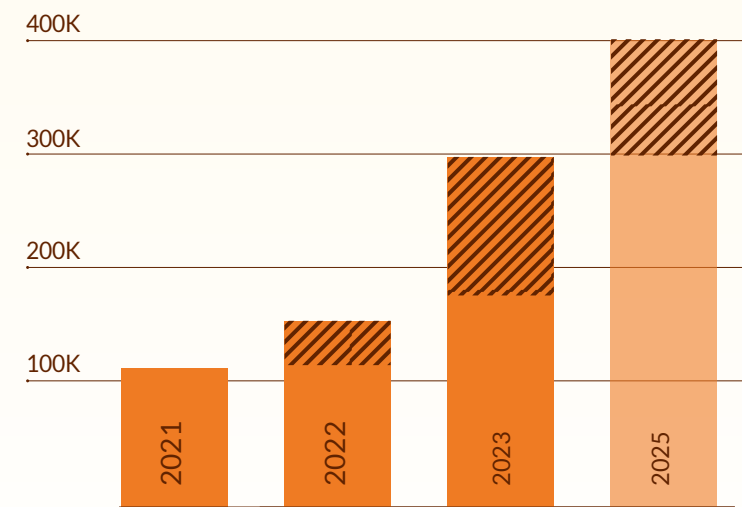
Thanks to our new lines, we're able to produce up to 30,000 piadina an hour (400,000 a day), maintaining our high-quality standards and guaranteeing the product the right amount of rest time.



8K

MORE THAN 8,000 BUSINESSES SERVED BY RICCIONE PIADINA

For years we have been the benchmark for large retailers and beyond



■ Piadinas produced a day
▨ Increase in the number of piadinas produced every day



OSTERIA

di Riccione Piadina



VIDEO



SITE



OSTERIA RICCIONE PIADINA

A new way of enjoying piadina

Our inn, "Osteria Riccione Piadina", was set up within the company itself; it's a place where guests can enjoy our Riccione Piadina, from the most traditional recipes to gourmet ones. In fact, in our inn we use a key ingredient; the same piadina packs consumers find instore, because Riccione Piadina is delicious, always and with everything!

You'll experience a thousand different flavours and new ways of combining piadina with other ingredients, all mixed with our passion for our territory. This blend of ingredients can be found in every dish and in every glass offered to our guests.

Contemporary dishes hark back to our grandmothers' recipes. By using quality ingredients, we want to surprise the palates of our guests who come to the rest for an informal lunch, a business meeting or a quality aperitif.

The taste experience offered in the restaurant aims to arouse the emotion of a gourmet cuisine that is affordable for everyone, in a warm and welcoming environment.



**LOCATED WITHIN THE COMPANY'S
FACTORY**



**TRADITIONAL AND GOURMET
RECIPES**



**WE USE OUR OWN PIADINA PACKS
AND LOCAL PRODUCTS**





PIADINA experience

The world's first piadina museum



VIDEO



SITE



PIADINA EXPERIENCE MUSEUM

The world's first piadina museum

A journey through history that traces the most significant moments of a wonderful bread



THE EVOLUTION OF PIADINA

The story of a great success, told with the typical friendliness and congeniality of the people of Romagna... Theatre, imagination and reality with a surprise

UNLEAVENED BREADS AROUND THE WORLD

On a magical parchment, the tale will come alive of the origins of piadina and its sisters in various cultures and historical eras



PANORAMIC TOUR

For the first time, you can witness the production process and discover its secrets, with an exciting walk through the panoramic viewing tunnel



MAGIC ROOM

A fantastic, close-up encounter with ingredients, immersive video mapping and a tactile and sensory experience



HANDS ON EXPERIENCE

With the local women, known as "Azdore Romagnole", you'll have the chance to get your hands dirty, to the rhythm of folk music, with a tasting of piadina and small filled cassoni made by you at the end!



OSTERIA RICCIONE PIADINA

Complete the tour by adding a tasting at our fantastic Osteria



LOCATED WITHIN THE
COMPANY'S FACTORY



GUIDED TOURS FOR
SCHOOLS AND TOURISTS



AN IMMERSIVE,
TECHNOLOGICAL,
MULTIMEDIA AND
SENSORY EXPERIENCE



OPEN DAY FOR INDUSTRY
PROFESSIONALS
+30% turnover in POS post open day

OUR FRESH LINE

A vast and constantly evolving range

Of course, she is the key to Riccione Piadina's success -piadina. To date, of all the other piadina producers, no competitor could take on this name that we've been wearing proudly on our shirts for over 30 years and that has helped us become the leading brand in the world of piadina and the production of Piadina Romagnola.

Riccione Piadina has always invested in the best technologies to make its piadinas, using production chains created ad hoc, with the sole aim of making a product that has nothing to envy those prepared at home.



A VAST RANGE OF PRODUCTS

that allows us to satisfy every palate.
Traditional, Organic and Speciality Piadinas



100% ROMAGNA WHEAT

And premium-quality raw ingredients



FRESH PRODUCT

Keep refrigerated



COLOURFUL PACKAGING

Thanks to their orange packaging, our piadinas stand out in refrigerated counters, attracting consumers' attention

CASSONE BY ROMAGNA

The filled piadina with a hot and stringy heart

What is the Cassone Romagnolo?

It is a stuffed piadina with a warm, melting heart, weighing 230 g. Available in 3 selected flavors, it is ready to be heated: a practical product that offers consumers a quick, tasty, and always-appreciated solution.

The dough is the same as the IGP Romagnola Piadina from Rimini, made with extra virgin olive oil and carefully selected ingredients.

The Cassone Romagnolo is a distinctive product that combines tradition with convenience, designed to meet the growing demand for ready-to-eat solutions that are genuine and full of authentic flavor.



TYPICAL RECIPE OF ROMAGNA



READY TO HEAT



100% ROMAGNA WHEAT
And premium-quality raw ingredients



EASY, VERSATILE, FAST

LEAVENED PRODUCTS

Soft and crunchy

The leavened products of Riccione Piadina are the result of a production process that combines tradition and innovation. The dough undergoes 48 hours of natural leavening, ensuring lightness and digestibility. Thanks to high hydration, manual rolling, and stone baking, each product retains an airy structure, crisp on the outside and soft on the inside. We select only high-quality ingredients, in line with the company's philosophy that has always valued authenticity and attention to detail.



NATURAL LEAVENING HOURS

Allowing time and natural processes to impart an authentic flavor and a light, tasty texture to our dough.



HAND-STRETCHED

This artisanal process ensures attention to detail and quality.



HIGH HYDRATION

Thanks to the high water percentage in the dough, our Pinsa has a particularly light and airy texture, making it easily digestible.



JUST ADD TOPPINGS

Enjoying Pinsa is very easy. Simply top it with your preferred ingredients and bake for 7/8 minutes in the oven.

OUR GLUTEN-FREE LINE

The taste of real piadina

The quality of our traditional piadina in a gluten-free version too made with extra-virgin olive oil. A soft piadina, created thanks to our constant search for premium-quality ingredients.

Always focused on consumers' needs, we have taken all their advice and suggestions to heart to create our gluten-free line.

We've dedicated a special part of our factory to the production of our gluten-free line, where there is no risk of contamination and we can guarantee food safety.

Thanks to our Gluten-Free line, everyone will have the chance to enjoy a piadina that's as good as traditional piadina, so that giving up gluten doesn't mean giving up eating well.

All our gluten-free products are naturally also lactose-free and suitable for consumers following a vegetarian or vegan diet.



UNPRECEDENTED DELICIOUSNESS

Everyone should be able to enjoy piadina that is as good as the traditional piadina, even those who follow a gluten-free diet.



DELIVERABLE

Our gluten-free piadina is suitable for vegetarian or vegan diets, Licensee of the Spiga barreta brand and deliverable



PHARMACY CHANNEL

We have a dedicated range for the pharmacy channel and serve pharmacies and specialist shops all over Italy every day



COMMERCIAL OPPORTUNITIES

Riccione Piadina's gluten-free piadina is undisputedly a key player in increasing sales. It will open the door to new horizons, for both the fresh and ambient food market.



A CONSTANT SEARCH FOR NEW RECIPES

We make both fresh and ambient piadinas, including those with more unusual flavours, such as a piadina made using buckwheat or one piadina containing Taggiasca olives, in order to satisfy every need.



DISPLAY STAND

We've created a display stand to make our products even more appealing to consumers

OUR AMBIENT LINE

The same quality as fresh

From the experience of Riccione Piadina, brand leader in Italy in the fresh piadina sector, comes the Fuori Frigo line; same passion, same expertise and same quality.

Our ambient line piadinas manage to maintain the same softness, fragrance and flavour of a fresh product, but they do not need to be refrigerated and thus have a longer shelf life and greater versatility on store shelves.

Thanks to our innovative and eye-catching packaging you can amaze and entertain your customers and boost loyalty.

We are from Riccione and our mission with this particular packaging is to take our piadina to the homes of Italians every day.

If they can't live without piadinas when they're on holiday, we're sure they won't want to give them up when they're at home either!

This packaging evokes the beach, the sun and the sea of Romagna, and cooking piadina in everyday life brings back that holiday fragrance you love so much.



100% ROMAGNA WHEAT
And premium raw ingredients



THE SAME QUALITY AS FRESH



INNOVATIVE PACKAGING
It evokes the beach, the sun and the sea of Romagna: it is, to all intents and purposes, a postcard from the seaside



AN AMBIENT PRODUCT
Store in a cool, dry place



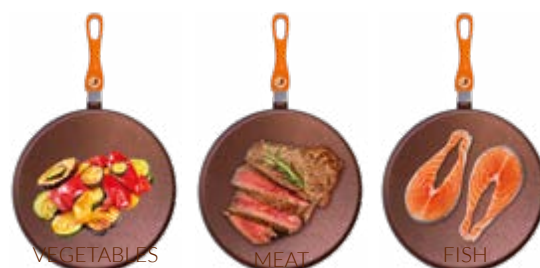
DISPLAY STAND
We have created a display stand to make the product even more appealing to consumers

OUR TESTO ROMAGNOLO (NON-STICK PAN)

The ideal tool for cooking piadina

The "Testo Romagnolo" (non-stick pan), typical of our local tradition, is the ideal tool for cooking piadina to perfection. It's a non-stick aluminum pan with a Teflon coating, 32cm in diameter and weighing 1 kg: its robustness makes it a reliable and long-lasting tool. The stainless steel aluminum plate at the bottom of the pan helps maintain a constant temperature, ensuring even heat distribution and optimal cooking on both induction and gas stovetops.

Its versatility makes it suitable for various preparations, allowing you to cook not only the Piadina but also vegetables, meat, or fish, without greasing it.



DATA SHEET

Internal Code..... 2003
 Ean13 8020926002973
 Ean1418020926002970
 Dimensions.....Ø32cm - handle 18cm
 Weight..... 1 Kg
 Pcs per package..... 10
 Package weight 11Kg
 Package size 55 x 36 x h15cm
 Palletization4boxes x 9layers = 36

+20%
 Increase in sales
 in 2024

2k
 Pos adhering
 to the promo

300k
 Consumer who cook Piadina
 using a non-stick pan

PROMO

Activate it at your point of sale



Our promotion

Excellent cooking helps to boost customer loyalty. The "Testo Promo" is an immediate promotional activity, does not require a hostess, is very popular with customers and has been tried-and-tested over the years



How it works

By purchasing a package of his or her choice of Riccione Piadina the customer will be able to buy (with a special price) the Romagna Pan



Display stand

We will send you a colourful Testo Romagnolo display stand with simple assembly instructions.



Restocking

There is no minimum number of piadinas required to activate the Promo

How to cook Piadina

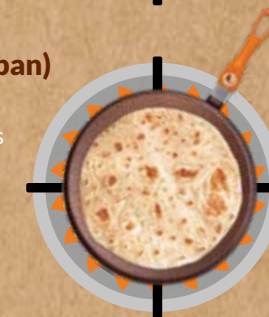
1- Heat the Testo Romagnolo (or a non-stick pan)

for at least 2 minutes, without greasing it. When hot, lower the heat and place the piadina on top.



2 - Place Piadina on Testo Romagnolo (or a non-stick pan)

Cook the piadina for about 1 minute, turning it every 15 seconds to get a perfect cooking. Should you prefer it crispy, increase the cooking time.



3 - Piadina is ready

Once cooked, remove it from the Testo Romagnolo (or from the non-stick pan). Stuff it as you prefer and heat it for another 15-20 sec. to improve the flavor.



Sturdy and durable

Thanks to its Teflon-coated aluminum construction and total weight of 1kg, the Romagna Pan is ultra-resistant and long-lasting over time.



Oil-free cooking

Its non-stick surface allows for cooking light and healthy recipes without the use of additional fats.



Universal for gas and induction

With the stainless steel plate at the bottom, it is suitable for cooking on both gas and induction stovetops

PROPER DISPLAY

to increase the selling performances



1
ROMAGNA PAN PROMO
Romagna Pan display

2
PROMOTIONAL FRIDGES
Fridge + Romagna Pan display

Available dimensions:
• 100x100cm
• 100x150cm
• 100x200cm

3
PROMOTIONAL FRIDGE WITH EXTRA ROMAGNA PAN DISPLAY
Fridge + Romagna Pan display

4
VERTICAL FRIDGE
Ideal for Cassoni
• 70x55x210cm
• 60x52x175cm

OUR GADGETS

Colorful offers

HOW DOES THE PROMOTION WORK?
Improve sales with the Multipack + Gadget

It will be possible to activate a period of promotional activity.

Two packs of Riccione Piadina and a free gadget will be flocked together inside a transparent envelope, to guarantee maximum convenience and usability during the sale.

On the transparent bag there will be an attentional stamp with the words "It contains a gift for you", to catch the consumer's attention and entice him to buy. Thanks to this promotion we aim to achieve very important results: increased sales of the product, increased profitability through increased sales, customer loyalty.



THE SHOPPERS

Ideal for shopping or going to the beach, available in four graphics to collect.

Format 45x40x20 cm.

LECCAPIADINA

The colorful spatula, great for spreading creams and cheese on your piadina.

THE GIRAPIADINA

A 39cm long steel spatula, suitable for use in contact with high temperatures. It is indispensable and optimal for turning the piadina during cooking.

POTHOLDERS

An essential accessory for a more colourful and fun kitchen. Available in 4 graphics to collect.





WWW.RICCIONEPIADINA.COM

